



NATIONAL

Immediate Release

Dance off!

As violent crime increases and young people in the capital are seemingly more scared and out of control than ever before, Dance Challenge™ leads the way in showing the true potential of young people.

Billed as one of the country's no.1 dance competitions, Dance Challenge™ 2008 is set to storm the stages of London this summer. Dance Challenge™ is a unique dance competition for young people to showcase their talents, getting them to choreograph and present their very own work and battle it out against groups from around the country.

The first event is sponsored by the Royal Borough of Kensington and Chelsea on 25th June at Cadogan Hall, Chelsea. Schools and community groups from across the borough are participating and have been limbering up for the night of their lives.

The event allows young people to grab the limelight for all the right reasons. Tomorr Kokona, Dance Challenge's Artistic Director, believes that "the competition is truly inspiring and allows young people to not only focus on something creative and positive, but also step away from the negative images which are portrayed of them on a daily basis. Many of last year's participants have now gone on to follow their dreams of being dancers, which shows the true success of the event."

In its fourth year now, Dance Challenge is getting bigger and better every time. The Big Issue are now sponsors of Dance Challenge 2008 and said "We are proud to support the inspiring work of Dance Challenge and of the opportunities it gives to young people involved, many whom face challenges in their lives but tackle them with positivity and creative self-expression."

Don't miss out on your opportunity to be part of it. Registration is OPEN and tickets are on sale NOW!

For more information about participating or watching Dance Challenge™ visit www.dancechallenge.co.uk, email dance@dancechallenge.co.uk or call 020 7433 0515.

Alternatively, for all media enquiries, contact Elisha Yuen on 0208 736 0934 or email: elisha@bluecrushcommunications.com

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